

# **PUBLIC FILE**

**KDND-FM**  
**Sundays, 6:00A-7:00A**

**PUBLIC FILE**

*Host: Kat Maudru*

Locally produced news and public affairs magazine show featuring in-depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.

**PUBLIC FILE**  
**ASCERTAINED COMMUNITY ISSUES**

1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. **ECONOMY**, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
5. **ENVIRONMENT, ENERGY AND TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
6. **MINORITIES/WOMEN/AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
7. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
9. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.
10. **YOUTH/FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

## ISSUES / PROGRAMS LIST

### EDUCATION

**Issue:** After School Program for Local Children  
**Program:** Public File  
**Date:** January 6, 2002  
**Time:** 6:00A-6:30A

**Description:** The Roseville Police Activities League (RPAL) is a non-profit organization that provides recreational and educational activities for the area's youth at low or no cost. The police department concentrates on prevention and addressing issues that lead to juvenile crime before it actually occurs. Developing strong relationships with kids in the community helps build respect for those who wear the badge and trust in a child, making crime prevention a reality. RPAL is the unique organization focused on building these relationships by involving the community's youth in positive activities with positive role models. Police officers and volunteers coach and assist children in programs such as pottery, photography, boxing, drawing, golf, and many more. Besides being fun and educational, the programs address social issues such as peer pressure, emotional insecurity and academic problems.

**Issue:** Acknowledging Local Heroes  
**Program:** Public File  
**Date:** January 13, 2002  
**Time:** 6:00A-6:30A

**Description:** In 2001, Americans were awakened to the everyday heroes in our communities. Like the firefighters, law enforcement and emergency service personnel doing their jobs as terrorists struck America on September 11<sup>th</sup>, there are heroes among us in every community. Heroes are public servants, civic leaders, local businesses, corporations, coaches, tutors, ministers or the neighbor who gives kids a safe place to go after school. The Heart of a Hero event provides a very special opportunity to recognize those who are making a positive impact within our community assisting youth. Without these heroes and others like them, our community would be less rich. The event was established to raise community awareness of the need teenagers have for a safe, stable and drug/alcohol free environment and how such an environment assists in guiding their energy and actions in a positive direction. The gala recognizes the efforts of extraordinary individuals who have assisted youth in the greater Sacramento Valley.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

Issue: **Rectifying Credit Problems**  
Program: Public File  
Date: January 13, 2002  
Time: 6:30A-7:00A

Description: Financial stability prevents serious social problems while enhancing the overall health of families and the community. Most of us, however, have never been taught how to manage our money in the most beneficial ways. How we spend, save, borrow and budget impacts not only our own well-being but that of the community as well. Consumer Credit Counseling Service of the Sacramento Valley is a non-profit organization dedicated to educating the community in the principles of personal money management and the wise use of credit. They aspire to help the consumer understand and develop sound financial practices through personal counseling and community education programs. CCCS consumer education programs can be presented at the work place, at community sites and area schools and are available as pre-purchase concerns, post-purchase concerns, early delinquency intervention, and foreclosure prevention. CCCS also addresses areas such as budget planning and debt repayment, what to do if a collection agency contacts you, and what to do in the event of divorce.

Issue: **New Library Management**  
Program: Public File  
Date: January 27, 2002  
Time: 6:00A-6:30A

Description: After 14 years, the Sacramento Public Library has a new director. With the new year comes longer hours. 13 Sacramento Public Library county branches will have a total of 61 additional hours weekly. Revenue from \$500,000 in hotel occupancy tax is funding the increased branch hours. The guest notes that technology is changing more about libraries than the form in which information is delivered. It is changing the relationship between libraries and patrons. Librarians, which have traditionally been gatekeepers, must now also be facilitators. Libraries need to be involved in a continuous transformation process, constantly changing and adjusting as the community changes. The guest contends that librarians and libraries must explore social entrepreneurship, looking into what a library can offer than can complement and support existing services, such as offering computer classes at all levels, providing outlets where patrons can plug into high speed Internet connections, after school programs, and even allowing food and drink in the library.

## **ISSUES / PROGRAMS LIST**

### **EDUCATION (Cont'd)**

**Issue:** Programs for Burn Victims  
**Program:** Public File  
**Date:** January 27, 2002  
**Time:** 6:30A-7:00A

**Description:** The Firefighters Burn Institute was founded by Sacramento area firefighters almost 30 years ago. It relies on the determination and generosity of firefighters for the majority of its funding. Their upcoming "Fill The Boot For Burns" Boot Drive is the largest fund raiser for the organization. Hundreds of local firefighters volunteer their time to make this event a success. Programs supported by donations include the Firefighters Kids Camp for burn-injured children, adult and teen retreats for burn survivors, recovery workshop, burn prevention programs and burn treatment education and research. Other programs the Firefighters Burn Institute provides include a juvenile fire setter program, public education and outreach, school and work-entry programs for burn survivors, and a speaker's bureau. The Institute participates in local burn care and also plays an active leadership role on a national level with the Federation of Burn Foundations and the American Burn Association.

**Issue:** Recycling Computers / Free Refurbished Computers for Non-Profit Organizations  
**Program:** Public File  
**Date:** February 10, 2002  
**Time:** 6:00A-6:30A

**Description:** The Sierra College Computer Recycling Program refurbishes used computers and donates them to non-profit organizations. The benefits of the program are two-fold. The students are provided with paid internships that offer real world experience repairing and working on a wide variety of computers in an atmosphere similar to what would be found in an actual computer repair facility. Since the students are working on computers that do not belong to a customer, if mistakes are made the intern learns a valuable lesson without ruining someone's property. The program receives donated computers and peripherals. Students sort materials by type and condition. They test and upgrade the CPU's, and test and sort computer monitors. In addition to giving students hand on experience, the Sierra College Recycling Program makes use of computers that would be sent to landfill. Interns refurbish computers and use parts that cannot be repaired. The refurbished computers are given to schools and non-profit organizations at no cost.

## **ISSUES / PROGRAMS LIST**

### **EDUCATION (Cont'd)**

**Issue:**           **Discussing Sex With Teens**  
**Program:**       Public File  
**Date:**           March 3, 2002  
**Time:**          6:00A-6:30A

**Description:**   Teen pregnancy and the initiation of sexual activity at a very early age are of paramount concern in California and the nation. The cost of medical care, the interruption of schooling, and the majority needing welfare makes a great fiscal impact on our state. Teens not empowered with correct information and guidance from caring parents find themselves in the midst of a very difficult adult world, prematurely having to leave their childhood behind to become parents themselves. 36% of teens say they have never had a helpful conversation with their parents about sex. That having been said, by age 17, 52% of girls and nearly 60% of boys have had intercourse. Although teen pregnancy has declined in this country, it remains the highest rate in the industrialized world. Of the estimated 12 million sexually transmitted diseases diagnosed each year above and beyond AIDS, two thirds are among young people. The guests maintain that if a child or teen can't get information about sexuality at home he or she will seek it elsewhere with the risk of receiving inaccurate information. Suggestions for teen pregnancy prevention in the home and in the community were offered, such as developing open communication, teaching male responsibility, being a positive role model, teaching consequences, and above all, listening to your children.

**Issue:**           **Local Creek Clean-Up**  
**Program:**       Public File  
**Date:**           March 24, 2002  
**Time:**          6:00A-6:30A

**Description:**   Creek Week discovers and celebrates the many values of the local waterways. The event is coordinated by the Sacramento Urban Creeks Council which is dedicated to protecting and sharing the abundant natural treasures that make up the extensive creek system in our region. Using educational programs and annual events open to all age groups, the Council continually brings young and old closer to the more than 50 intricate creek ecosystems that weave in and out of local neighborhoods, towns and cities. Volunteers are needed to participate in cleaning over 40 creek sites throughout Sacramento County. Creek Week activities include learning about wilderness in one's own backyard, nature walks, learning why creeks are so important, bird walks, tours of vernal pools, and wetland and wildflower tours.

## ISSUES / PROGRAMS LIST

### ECONOMY

**Issue:** Rectifying Credit Problems  
**Program:** Public File  
**Date:** January 13, 2002  
**Time:** 6:30A-7:00A

**Description:** Financial stability prevents serious social problems while enhancing the overall health of families and the community. Most of us, however, have never been taught how to manage our money in the most beneficial ways. How we spend, save, borrow and budget impacts not only our own well-being but that of the community as well. Consumer Credit Counseling Service of the Sacramento Valley is a non-profit organization dedicated to educating the community in the principles of personal money management and the wise use of credit. They aspire to help the consumer understand and develop sound financial practices through personal counseling and community education programs. CCCS consumer education programs can be presented at the work place, at community sites and area schools and are available as pre-purchase concerns, post-purchase concerns, early delinquency intervention, and foreclosure prevention. CCCS also addresses areas such as budget planning and debt repayment, what to do if a collection agency contacts you, and what to do in the event of divorce.

**Issue:** Local Airport System  
**Program:** Public File  
**Date:** February 17, 2002  
**Time:** 6:30A-7:00A

**Description:** The Sacramento County Airport System is made up of Mather Airport, Executive Airport, Sacramento International Airport and Franklin Field. After September 11<sup>th</sup>, business dropped approximately 40%, but has rebounded well. Passenger activity is only down 8%-9% at Sacramento International, and is recovering much more rapidly than other airports. Other businesses, such as concessions, maintenance, operations and parking have also been affected. Parking, for example, accounts for about 40% of the airport's revenue, but now more people are dropping passengers off rather than parking. In addition, security expenses at the airport have almost doubled since this same time last year. So revenues are down, yet expenses are up. New safety procedures at Sacramento International Airport include bomb sniffing dogs, confiscating all pocket knives and other sharp objects, screening all electronic devices, matching luggage to passengers and allowing only ticketed passengers on the concourse.



## **ISSUES / PROGRAMS LIST**

### **ECONOMY (Cont'd)**

**Issue:**           **Public Transportation**  
**Program:**       Public File  
**Date:**           March 10, 2002  
**Time:**          6:00A:6:30A

**Description:**   The Sacramento Regional Transit District opened in March of 1987 and is an integral part of the Sacramento regions' transportation infrastructure. Sacramento, like most urban areas, has experienced rapid growth in population and jobs in the last decade. Commuters now encounter city streets, bridges and freeways choked with traffic. The amount of lost time and productivity is enormous and has a tremendous impact on the regional economy and quality of life. The region must have a comprehensive transit system to remain competitive with other urban areas for economic development, housing and workers. Currently, RT's service levels are well below most similar urban cities in the U.S. Furthermore, Sacramento must reduce vehicle emissions because it is an EPA non-attainment area. The expansion strategy developed by RT anticipates regional growth and travel demands. It is designed to keep people moving and to ensure that the region's quality of life is not constrained by congested transportation corridors.

**Issue:**           **Consumer Assistance**  
**Program:**       Public File  
**Date:**           March 24, 2002  
**Time:**          6:30A-7:00A

**Description:**   The Better Business Bureau is a non-profit organization supported largely by the membership dues support of businesses and professional groups that demonstrate they meet BBB requirements and standards of membership. Each month, the organization provides services to thousands of business people and their customers offering 24 hour telephone and Internet access to reports and general information. The BBB provides reports on business firms that can be helpful before making a purchase, as well as information about charity groups and organizations. They help resolve marketplace disputes through conciliation, mediation and arbitration, and they promote ethical business standards and voluntary self-regulation of business practices. The guest discussed how to file a complaint, finding out about dispute resolution, identity fraud, and training offered by the BBB.

## ISSUES / PROGRAMS LIST

### GOVERNMENT

**Issue:** New Library Management  
**Program:** Public File  
**Date:** January 27, 2002  
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**Description:** After 14 years, the Sacramento Public Library has a new director. With the new year comes longer hours. 13 Sacramento Public Library county branches will have a total of 61 additional hours weekly. Revenue from \$500,000 in hotel occupancy tax is funding the increased branch hours. The guest notes that technology is changing more about libraries than the form in which information is delivered. It is changing the relationship between libraries and patrons. Librarians, which have traditionally been gatekeepers, must now also be facilitators. Libraries need to be involved in a continuous transformation process, constantly changing and adjusting as the community changes. The guest contends that librarians and libraries must explore social entrepreneurship, looking into what a library can offer than can complement and support existing services, such as offering computer classes at all levels, providing outlets where patrons can plug into high speed Internet connections, after school programs, and even allowing food and drink in the library.

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### **GOVERNMENT (Cont'd)**

**Issue:**            **Consumer Assistance**  
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## ISSUES / PROGRAMS LIST

### HEALTH

**Issue:** Eating Disorders  
**Program:** Public File  
**Date:** January 6, 2002  
**Time:** 6:30A-7:00A

**Description:** The Surgeon General has warned that the nation's obesity epidemic has gotten so bad that it soon may overtake tobacco as the leading cause of preventable deaths. Compulsive Eaters Anonymous is a non-profit organization that helps people who suffer from eating disorders in the same way that Alcoholics Anonymous helps alcoholics. Compulsive eating is defined as any eating out of relation to physiological hunger and satiation. Anytime one eats for reasons other than hunger, the eating is defined as compulsive in nature. Compulsive over-eaters are often caught in the vicious cycle of binge eating and depression. They often use food as a coping mechanism to deal with their feelings. Binge eating temporarily relieves the stress of these feelings, but is unfortunately followed by feelings of guilt, shame, disgust and depression. Compulsive Eaters Anonymous is a fellowship of men and women who meet to share their experience, strength and hope with one another in order that they may solve their common problem and help those who still suffer to recover from compulsive eating.

**Issue:** Programs for Burn Victims  
**Program:** Public File  
**Date:** January 27, 2002  
**Time:** 6:30A-7:00A

**Description:** The Firefighters Burn Institute was founded by Sacramento area firefighters almost 30 years ago. It relies on the determination and generosity of firefighters for the majority of its funding. Their upcoming "Fill The Boot For Burns" Boot Drive is the largest fund raiser for the organization. Hundreds of local firefighters volunteer their time to make this event a success. Programs supported by donations include the Firefighters Kids Camp for burn-injured children, adult and teen retreats for burn survivors, recovery workshop, burn prevention programs and burn treatment education and research. Other programs the Firefighters Burn Institute provides include a juvenile fire setter program, public education and outreach, school and work-entry programs for burn survivors, and a speaker's bureau. The Institute participates in local burn care and also plays an active leadership role on a national level with the Federation of Burn Foundations and the American Burn Association.

## **ISSUES / PROGRAMS LIST**

### **HEALTH (Cont'd)**

**Issue:**           **Laser Vision Correction**  
**Program:**       Public File  
**Date:**           February 3, 2002  
**Time:**          6:00A-6:30A

**Description:**   Laser vision correction is the most technologically advanced method for correcting nearsightedness, farsightedness and astigmatism. During the treatment, the laser's cool ultraviolet light removes a small amount of corneal tissue, allowing light to be more sharply focused on the retina, thereby improving vision. In most cases patients with even extreme prescriptions can be treated successfully. The FDA recognizes Laser Vision Correction as proven, safe and effective. The key advantages include both eyes being treated at the same time, minimum or no discomfort, rapid vision recovery, reduced chance of infection and scarring and consistently accurate results, with about 90% of individuals achieving 20/40 vision without the use of glasses or contact lenses. The guest emphasized the importance of doing one's homework before deciding on laser vision correction.

**Issue:**           **Children's Hospital Fundraiser**  
**Program:**       Public File  
**Date:**           February 3, 2002  
**Time:**          6:30A-7:00A

**Description:**   The Children's Miracle Network (CMN) is an international non-profit organization dedicated to raising funds for and awareness of children's hospitals. Locally, the UC Davis Children's Hospital is the CMN beneficiary. UC Davis Children's Hospital is Sacramento's only fully accredited, comprehensive hospital for children. The facility encompasses a wide range of services such as pediatric intensive care, a comprehensive cancer program, neurological services and life flight emergency transport. The Foresters is a million member strong international fraternal benefit society dedicated to helping members and their families achieve financial security and protection and to helping their members' communities and especially children through the investment of funds and volunteer time. The IOF is one of the largest corporate sponsors of the Children's Miracle Network. Through Radiothons such as the one the Entercom / Sacramento radio group is hosting with the Foresters as the major sponsor, the Foresters have helped to raise more than 40 million dollars for CMN hospitals.

## **ISSUES / PROGRAMS LIST**

### **HEALTH (Cont'd)**

**Issue:**           **Benefits Of Massage**  
**Program:**       Public File  
**Date:**           February 24, 2002  
**Time:**           6:30A-7:00A

**Description:**    Massage is the most fundamental of all healing techniques. The basic goal of massage therapy is to help the body heal itself and to increase health and well being. Many studies show massage can reduce stress, help alleviate depression, reduce pain, increase mental alertness, boost the immune system and even help premature babies catch up in their development. Massage improves circulation with increased blood flow, bringing fresh oxygen to body tissues. This can assist the elimination of waste products, speed healing after injury and enhance recovery from disease. It is important to find a responsible, credentialed massage professional. Various massage techniques include acupressure, deep muscle massage, connective tissue massage, reflexology (foot massage), sport massage, trigger point, and hundred of other techniques. Because massage is naturally healing, its therapeutic use dates back as far as mankind. Ancient Greek, Roman and Oriental medical treatises describe in detail how and when massage should be used.

**Issue:**           **Discussing Sex With Teens**  
**Program:**       Public File  
**Date:**           March 3, 2002  
**Time:**           6:00A-6:30A

**Description:**    Teen pregnancy and the initiation of sexual activity at a very early age are of paramount concern in California and the nation. The cost of medical care, the interruption of schooling, and the majority needing welfare makes a great fiscal impact on our state. Teens not empowered with correct information and guidance from caring parents find themselves in the midst of a very difficult adult world, prematurely having to leave their childhood behind to become parents themselves. 36% of teens say they have never had a helpful conversation with their parents about sex. That having been said, by age 17, 52% of girls and nearly 60% of boys have had intercourse. Although teen pregnancy has declined in this country, it remains the highest rate in the industrialized world. Of the estimated 12 million sexually transmitted diseases diagnosed each year above and beyond AIDS, two thirds are among young people. The guests maintain that if a child or teen can't get information about sexuality at home he or she will seek it elsewhere with the risk of receiving inaccurate information. Suggestions for teen pregnancy prevention in the home and in the community were offered, such as developing open communication, teaching male responsibility, being a positive role model, teaching consequences, and above all, listening to your children.

## **ISSUES / PROGRAMS LIST**

### **HEALTH (Cont'd)**

**Issue:**            **Emergency Services**  
**Program:**        Public File  
**Date:**            March 17, 2002  
**Time:**            6:00A-6:30A

**Description:**    The Sacramento Sierra Chapter of the American Red Cross is celebrating Red Cross Month by recognizing the hundreds of Red Cross volunteers who have helped the local community this year. Approximately 362 residents from the nine counties that the chapter serves volunteered a cumulative 4,192 hours this year to help local families when disaster struck. They also taught lifesaving skills such as first aid, CPR and water safety. Volunteers also helped local military families communicate during emergencies, and they provided assistance with the day-to-day activities of the Red Cross. Since September 11<sup>th</sup>, 2001, 45 local Red Cross volunteers have traveled to New York and Washington D.C. to provide more than 10,800 hours of volunteer service and assistance for the victims of the worst tragedy in our country's history. In addition, more than 1,600 local volunteers have since received Red Cross training and stand ready to help should a major disaster strike our community.

**Issue:**            **Diabetes**  
**Program:**        Public File  
**Date:**            March 17, 2002  
**Time:**            6:30A-7:00A

**Description:**    Diabetes is the 6<sup>th</sup> leading cause of death by disease in the United States. It strikes without regard to educational background, income, sex or age. Although great strides have been made in recent years, the disease has no cure. 16 million Americans have diabetes, but one third of them do not know it. The ADA is the nation's leading non-profit health organization, providing diabetes research, information and advocacy. The mission of the organization is to prevent and cure diabetes and to improve the lives of all people affected by diabetes. To fulfill this mission, the American Diabetes Association funds research, publishes scientific findings, provides information and other services to people with diabetes, their families, health care professionals and the public. The Association is also actively involved in advocating for scientific research and for the rights of people with diabetes.

## **ISSUES / PROGRAMS LIST**

### **ENVIRONMENT, ENERGY & TRANSPORTATION**

**Issue:** Highway Safety  
**Program:** Public File  
**Date:** January 20, 2002  
**Time:** 6:30A-7:00A

**Description:** The mission of the California Highway Patrol is to ensure safety and provide service to the public as they utilize highway transportation systems and, when requested, to assist local government during emergencies. The CHP has a campaign to alert Sacramento area motorists to the dangers of driving in foggy conditions. In their Operation Fogbound, when visibility is less than 500 feet, the CHP dispatches pace cars to slow highway traffic and Caltrans uses blinking road signs to warn motorists. One week before the interview, a series of 6 local fog-related crashes claimed two lives and injured several others. Safety tips suggested by the CHP include turning off high beams and turning on fog lamps, slowing down, leaving enough distance between vehicles to be able to stop safely, using the right edge of the road or painted road markings as a guide, watching out for slow moving and parked vehicles, avoiding lane changes or passing vehicles unless absolutely necessary.

**Issue:** Recycling Computers / Free Refurbished Computers for Non-Profit Organizations  
**Program:** Public File  
**Date:** February 10, 2002  
**Time:** 6:00A-6:30A

**Description:** The Sierra College Computer Recycling Program refurbishes used computers and donates them to non-profit organizations. The benefits of the program are two-fold. The students are provided with paid internships that offer real world experience repairing and working on a wide variety of computers in an atmosphere similar to what would be found in an actual computer repair facility. Since the students are working on computers that do not belong to a customer, if mistakes are made the intern learns a valuable lesson without ruining someone's property. The program receives donated computers and peripherals. Students sort materials by type and condition. They test and upgrade the CPU's, and test and sort computer monitors. In addition to giving students hand on experience, the Sierra College Recycling Program makes use of computers that would be sent to landfill. Interns refurbish computers and use parts that cannot be repaired. The refurbished computers are given to schools and non-profit organizations at no cost.



## ISSUES / PROGRAMS LIST

### ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)

**Issue:** Drunk Driving Prevention  
**Program:** Public File  
**Date:** February 10, 2002  
**Time:** 6:30A-7:00A

**Description:** The Designated Drivers Association is the only group in the United States that offers a free designated driving service every Friday and Saturday night from 10:00pm to 2:00am, all year around. Only those who are temporarily impaired by alcohol that have vehicles at hand are served. DDA has one goal: to protect roads and highways from the needless tragedy of accidents caused by drug and alcohol impairment, preventing death, injuries and the tremendous costs caused by driving while intoxicated or driving under the influence. DDA volunteers work in pairs. One volunteer drives the impaired person in his or her own vehicle and the other follows to drive their partner back. Other objectives include increasing public awareness of the dangers of driving while impaired, educating people about the positive choices they can make concerning drunk driving and establishing a scholarship fund to help children whose lives have been affected by drunk drivers.

**Issue:** Local Airport System  
**Program:** Public File  
**Date:** February 17, 2002  
**Time:** 6:30A-7:00A

**Description:** The Sacramento County Airport System is made up of Mather Airport, Executive Airport, Sacramento International Airport and Franklin Field. After September 11<sup>th</sup>, business dropped approximately 40%, but has rebounded well. Passenger activity is only down 8%-9% at Sacramento International, and is recovering much more rapidly than other airports. Other businesses, such as concessions, maintenance, operations and parking have also been affected. Parking, for example, accounts for about 40% of the airport's revenue, but now more people are dropping passengers off rather than parking. In addition, security expenses at the airport have almost doubled since this same time last year. So revenues are down, yet expenses are up. New safety procedures at Sacramento International Airport include bomb sniffing dogs, confiscating all pocket knives and other sharp objects, screening all electronic devices, matching luggage to passengers and allowing only ticketed passengers on the concourse.

## **ISSUES / PROGRAMS LIST**

### **ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)**

**Issue:** Public Transportation  
**Program:** Public File  
**Date:** March 10, 2002  
**Time:** 6:00A:6:30A

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**Issue:** Emergency Services  
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## **ISSUES / PROGRAMS LIST**

### **ENVIRONMENT, ENERGY & TRANSPORTATION (Cont'd)**

**Issue:** Local Creek Clean-Up  
**Program:** Public File  
**Date:** March 24, 2002  
**Time:** 6:00A-6:30A

**Description:** Creek Week discovers and celebrates the many values of the local waterways. The event is coordinated by the Sacramento Urban Creeks Council which is dedicated to protecting and sharing the abundant natural treasures that make up the extensive creek system in our region. Using educational programs and annual events open to all age groups, the Council continually brings young and old closer to the more than 50 intricate creek ecosystems that weave in and out of local neighborhoods, towns and cities. Volunteers are needed to participate in cleaning over 40 creek sites throughout Sacramento County. Creek Week activities include learning about wilderness in one's own backyard, nature walks, learning why creeks are so important, bird walks, tours of vernal pools, and wetland and wildflower tours.

**Issue:** State Parks  
**Program:** Public File  
**Date:** March 31, 2002  
**Time:** 6:00A-6:30A

**Description:** California Department of Parks & Recreation manages more than 260 park units which contain the finest and most diverse collection of natural, cultural and recreational resources to be found within California. State parks include underwater preserves, state beaches, recreation areas, wilderness areas, reservoirs, historic parks and homes, museums, visitor centers, cultural reserves, lighthouses, and off highway vehicle parks. Their mission is to provide for the health, inspiration and education of the people of California by helping to preserve the state's extraordinary biological diversity, protecting its most valued natural and cultural resources, and creating opportunities for high quality outdoor recreation. A problem that the department is facing involves homeless people inhabiting state campsites. As the sites are designed for recreation, the department is enforcing its limits on how long people can stay, which is no more than 14 days at a time and no more than 30 days a year at all state parks combined.

## **ISSUES / PROGRAMS LIST**

### **MINORITIES, WOMEN & AGING**

**Issue:**           **Housing for Low-Income Seniors**  
**Program:**       Public File  
**Date:**           February 17, 2002  
**Time:**           6:00A-6:30A

**Description:**   More than 600 facilities provide services for the elderly in the greater Sacramento area. Some specialize in Alzheimer's and dementia, while others cater to the mentally alert or to specific physical limitations. Respect Your Elders is a free planning and referral service that provides quality housing options for the elderly. They can match the right home with the care needs required, saving time, money, and the frustration of searching on one's own. The Adopt an Elder Foundation believes in the principle that every person deserves the right to choose how they age and where the delivery of care and safety will be administered. The program is designed to subsidize low-income, Medi-Cal eligible seniors needing daily care and supervision in a non-institutional setting. They believe personal preference, quality care and dignified living choices promote aging well and healthy attitudes for all concerned.

**Issue:**           **Feeding The Hungry**  
**Program:**       Public File  
**Date:**           February 24, 2002  
**Time:**           6:00A-6:30A

**Description:**   The Senior Gleaners' mission is to alleviate hunger among the poor and elderly. The organization gleanes and salvages products from farmers, packing houses, regional supermarkets and other suppliers to supplement the nutritional needs of the hungry in the region. They receive, process and distribute food products to qualified charitable agencies, which include Second Harvest member food banks and secondary district organizations in the region who redistribute to the needy. They solicit and receive funds from individual donors and small businesses, and grants from foundations and corporations. They receive no financial support from any governmental agency. Senior Gleaners is staffed by nearly 2,000 seniors aged 59 or older, 100% volunteer, and is considered one of the largest organizations nationwide involved in feeding the hungry.

## **ISSUES / PROGRAMS LIST**

### **MINORITIES, WOMEN & AGING (Cont'd)**

**Issue:**            **Surrendering Unwanted Newborns**  
**Program:**       Public File  
**Date:**            March 10, 2002  
**Time:**           6:30A-7:00A

**Description:**    The statistics in California for 2002 have started off with 3 newborn babies, just hours old, abandoned in the cold of winter. The goal of the Baby Foundation is to educate Californians on the "Safe Arms for Newborns" law that went into effect January 1, 2001. The law allows a mother or other legal guardian, the right to surrender an unwanted newborn less than 72 hours old at any hospital emergency room. The law is credited for saving 9 lives in 2001, with those babies having been surrendered to hospital emergency rooms. Unfortunately, 13 other babies were abandoned last year in places such as bushes, garbage cans and doorsteps. 6 of those abandoned babies died. The Baby Foundation sends brochures to agencies such as free health clinics, homeless shelters, transitional living projects and public assistance agencies throughout the state. It is their mission to reach women at risk for abandoning their baby and informing them of a better, safer, legal and responsible alternative. The brochures outline the rights of the person surrendering the child and explains the guidelines the hospital will follow when taking an infant. It also gives a sample of the optional medical questionnaire and reiterates that it is only legal to surrender the infant at a hospital emergency room.

**Issue:**            **Violence Prevention Among Youth**  
**Program:**       Public File  
**Date:**            March 31, 2002  
**Time:**           6:30A-7:00A

**Description:**    Domestic violence is the leading cause of injury to women, more than muggings, stranger rape and car accidents combined. It is estimated that 3 to 4 million women are beaten by their husbands or boyfriends every year. The Avanna Safe Haven provides emergency shelter, food and clothing to women and children escaping a violent and abusive relationship or surroundings. The goal of the program is to educate all men, women and children on domestic violence and how to break the cycle. The community outreach programs provide workshops and seminars designed to address all areas surrounding domestic violence. Topics presented include violence prevention, victim rights, types of abuses, creating a safety plan, breaking the cycle of violence, getting help from family and friends, and the effects of alcohol and drugs on a relationship.

## **ISSUES / PROGRAMS LIST**

### **YOUTH & FAMILY (Cont'd)**

**Issue:**           **Helping Overweight Children**  
**Program:**       The Parent's Journal  
**Date:**           March 17, 2002  
**Time:**           7:00A-8:00A

**Guest:**           Melinda Southern, a licensed clinical exercise physiologist and research faculty member of Louisiana State University. She also directs the Prevention of Childhood Obesity Laboratory at LSU. She is the co-author of *Trim Kids: The Proven 12 Week Plan That Has Helped Thousands Of Children Achieve A Healthier Weight*.

**Issue:**           **Homework Tips For 6<sup>th</sup> - 12<sup>th</sup> Graders**  
**Program:**       The Parent's Journal  
**Date:**           March 17, 2002  
**Time:**           7:00A-8:00A

**Guest:**           Priscilla Vail, a learning specialist who conducts teacher-training and parenting workshops in this country and abroad and former full-time teacher for 25 years. She is the author of *Homework Heroes*.

**Issue:**           **Toilet Training**  
**Program:**       The Parent's Journal  
**Date:**           March 17, 2002  
**Time:**           7:00A-8:00A

**Guest:**           Jan Faull, a parent educator and author of *Unplugging Power Struggles: Resolving Emotional Battles With Your Kids Ages 2 to 10*.

**Issue:**           **Helping Preschooler and Young Children With Frustration And Anger**  
**Program:**       The Parent's Journal  
**Date:**           March 24, 2002  
**Time:**           7:00A-8:00A

**Guest:**           Dr. Rebecca Kantor, Professor of Early Childhood Education in the College of Education at Ohio State University.

**Issue:**           **Setting Boundaries & Limits For Children**  
**Program:**       The Parent's Journal  
**Date:**           March 24, 2002  
**Time:**           7:00A-8:00A

**Guest:**           Dr. Dana Chidekel, a clinical psychologist who works with children and parents. Dr. Chidekel is the author of *Parents In Charge: Setting Healthy, Loving Boundaries For You & Your Child*.

## **ISSUES / PROGRAMS LIST**

### **YOUTH & FAMILY (Cont'd)**

**Issue:** **Child Passenger Safety**  
**Program:** The Parent's Journal  
**Date:** March 24, 2002  
**Time:** 7:00A-8:00A

**Guest:** Katrina Altenhofen, Emergency Medical Services for Children project coordinator for the Iowa Department of Public Health, Bureau of EMS.

**Issue:** **Childhood Friendships**  
**Program:** The Parent's Journal  
**Date:** March 31, 2002  
**Time:** 7:00A-8:00A

**Guest:** Dr. Michael Thompson, a clinical psychologist, lecturer, consultant, and former 7<sup>th</sup> grade teacher. He is the co-author of *Best Friends, Worst Enemies: Understanding The Social Lives Of Children*.

**Issue:** **Helping The Anxious Child**  
**Program:** The Parent's Journal  
**Date:** March 31, 2002  
**Time:** 7:00A-8:00A

**Guest:** John Dacey, a Professor at Boston College in the Department of Counseling, and Developmental Psychology. He is the co-author of *Your Anxious Child: How Parents & Teachers Can Relieve Anxiety In Children*.

**Issue:** **Making Back & Forth Living Easier For Children After A Divorce**  
**Program:** The Parent's Journal  
**Date:** March 31, 2002  
**Time:** 7:00A-8:00A

**Guest:** Robert Beyer, a lawyer and mediator who helps families through the divorce process. She is the co-author and creator of *Juggling Act: Handling Divorce Without Dropping The Ball (A Survival Kit For Parents & Kids)*.

## **PUBLIC SERVICE ANNOUNCEMENTS**

KSEG, KSSJ, KRXQ and KDND rotate public service announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<b><u>KSEG</u></b>	<b><u>KSSJ</u></b>	<b><u>KDND</u></b>	<b><u>KRXQ</u></b>
Sacramento Crisis Nursery	4	5	7	4
El Dorado Women's Center	4	6	6	7
Firefighter's Burn Institute	5	3	4	4
St. Andrew's Episcopal Church	6	5	5	4
California Youth Crisis Line	5	6	6	5
American Heart Association	4	6	6	6
Children's Miracle Network	4	5	4	5
American Cancer Society	6	4	7	4
Towe Auto Museum	7	6	6	4
Sacramento Children's Home Guild	6	3	3	6
Sacramento Youth Symphony	5	7	4	7
Sunrise Citrus Heights Kiwanis	4	4	5	6
American Lung Association	5	5	6	5
Auburn-Placer Library	4	5	3	5
St. Patrick's Foster Care Agency	4	4	6	5
Rancho Cordova Chamber of Commerce	6	6	5	4
UC Davis Children's Hospital	5	5	4	4
Sacramento Area Leukemia & Lymphoma Society	4	4	5	6
Placer County Child Abuse Prevention	5	5	6	5
Roseville Police Activity League	6	6	4	4
Coats for Kids	3	4	4	3
California State Capitol Museum	5	4	5	5
United Cerebral Palsy Association	6	5	4	6
Stanford Settlement Neighborhood Center	6	4	6	6
St. Mark's Preschool	5	5	7	5
California State Archives	4	6	4	4
Sacramento Zoological Society	3	7	3	3
Soroptomist International of Dixon	6	6	5	6
Olympus Junior High School	7	4	6	7
Sacramento Crime Alert	5	5	5	4
Mercy Housing California	5	6	4	5
Over Eaters Anonymous	4	5	5	5
Sacramento Career Expo	6	4	4	4
California State University, Sacramento	5	6	4	7
Jimmy Huega Express for MS	3	3	4	4
Big Brothers & Big Sisters of Sacramento	4	4	4	4



	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>	<u>KRXQ</u>
Rocky Mountain Elk Foundation	6	7	3	5
Putting Children First	5	4	4	4
American Diabetes Association	5	6	3	4
Del Campo High School	8	3	4	4

## **OTHER PUBLIC AFFAIRS EVENTS / ACTIVITY**

**Big Brothers & Big Sisters / Great Chefs** - Entercom / Sacramento sponsored the Great Chefs event to raise money for Big Brothers & Big Sisters of Sacramento. \$40,000 was raised.

**Tours** - Entercom / Sacramento staff regularly hosts tours through our facility. Groups include the Boy and Girl Scouts, Special Education classes, Elementary School classes, media students, foreign exchange students and senior citizen groups.

**Children's Miracle Network Radiothon** - Entercom / Sacramento joined forces and raised almost \$320,000 for the UC Davis Children's Hospital.

**Public Service Announcements** - Entercom / Sacramento regularly donates their studio facilities, time, talent and production personnel to produce public service announcements for non-profit organizations for use throughout the Sacramento market.